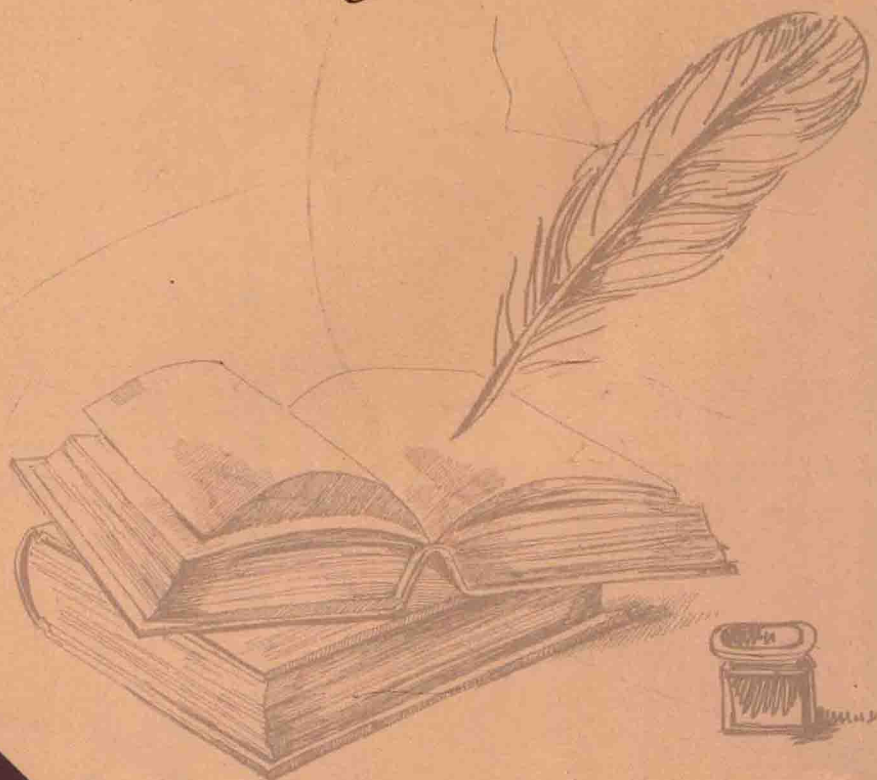


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# 实用英语写作

*Practical English  
Writing*



外语教学与研究出版社  
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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## *Practical English Writing*

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# Preface

The style is the man. Writing is a permanent record of your ideas and thoughts. Your writing is, undoubtedly, your advertisement of yourself and with any advertisement, you should present the highest-quality product possible. So, always aim to produce written work that you are proud of, and always bear in mind your readers and the purpose of your writing. You need to be very careful about your writing and if time permits, you need to proofread your written documents before they are sent out.

This book is designed for students' practical abilities. Such project-based and learner-oriented guideline will arouse students' interests in writing; meanwhile, writing process is also emphasized in this book. Taking future applications into consideration, this book is sequenced to progress from relatively simple work to more complicated ones. For example, the early chapters deal with application letter, memo and letter writing. Longer and more complex writing as report and proposal writing appears in later chapters. When dealing with a particular type of writing, the simpler form is dealt with first, e.g. writing letters of request is dealt with before writing letters of complaint and adjustment, which are more complex.

Each chapter is divided into three main sections: IMPROVING YOUR UNDERSTANDING, DEVELOPING YOUR SKILLS, and EXPANDING YOUR CREATIVITY. This arrangement indicates that study progresses from understanding some concepts to imitating in some writing situations and finally to producing written texts at last. In addition, this book tries to create a virtual environment and an emulational process for students. By means of such a design, students will experience some situations of English practical writing in advance. This design is a salient characteristic in this book.

The last thing to be mentioned is that this book will be both a practice and a reference material for students to keep and refer to when they have completed their study programme.

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## Chapter 1



# Cover Letters

## IMPROVING YOUR UNDERSTANDING

The sole purpose of the cover letter (also called application letter) is to get the recipient to read your résumé. It should be clear, concise and straight to the point. Here you are simply telling the employer that you are worth having a look at. The cover letter should be brief, no more than one page in length. It should be easy to read and flow through. It should include only the absolute necessary information. Usually an application letter includes the following seven parts:

<b>Heading</b>	Heading includes the writer's address, postal code, date of writing and telephone number in some cases.
<b>Inside Address</b>	Inside address refers to the receiver's address.
<b>Salutation</b>	One or two lines below the inside address, followed by a comma. For example: Dear Sir, Gentleman, To Whom It May Concern.
<b>Body</b>	The first paragraph should simply state why you are writing to them. If it is an advertised position, mention the position title and where it was advertised. The main body of the letter should be two to three paragraphs at the most. Here is where you tell them what you have to offer and why they should read your CV. This is a good time to read the job advertisement again. In one paragraph (two at the most) you need to summarize your experience and skills, and at the same time, you need to respond to the position requirements as per the advertisement. The closing paragraph should ask for some action from the recipient. This is where you ask for an interview. It should also state where and how they can reach you, and it should thank the recipient for giving you the opportunity to apply.
<b>Complimentary Close</b>	Two or three lines below the body of the letter, followed by a comma. For example, Yours truly, Yours sincerely, Yours respectfully.
<b>Signature</b>	If there is a printed name, add a handwritten signature above the printed one.
<b>Enclosure</b>	Enclosure indicates materials attached to the letter, often abbreviated as "Encl." or "Enc".

Task One

Read the two cover letters below. One is indented style, the other block style. In block style, all lines begin at the left margin. Whether you use a computer or hand-write to prepare a letter, the block style is simple to adopt. When evaluating the samples, please consider the seven parts discussed above.

Sample One (indented style)

2520 Vista Avenue  
Olympia, Washington 98501

April 19, 2001

Mr. Bob Trimm  
Personnel Manager  
Importers Inc.  
587 Lilly Road

Dear Mr. Trimm,

Please accept this letter as an expression of interest in the position of Areas Sales Manager.

I have enclosed a copy of my résumé for your review. I am familiar with the requirements for success in the sales profession and believe I possess the right combination of marketing and management skills.

My current position coordinating two local area sales teams has provided me the opportunity to work in a high-pressure and team environment, where it is essential to be able to work closely with my colleagues in order to meet sales deadlines.

Thank you for your time and consideration. I would welcome the opportunity to personally discuss my potential contributions to your company with you. I look forward to your reply.

Sincerely,  
Kenneth Beare  
Kenneth Beare

Enc. A résumé

**Sample Two (block style)**

Dear Sir,

In response to your advertisement in the newspaper of January 15, I wish to apply for the position of accountant.

I am 25 years old and a graduate of Dongbei University of Finance and Economics. My experience in this line of work includes six years as an assistant accountant with the ABC Company. The reason for leaving my present employment is that they are closing their office.

I am enclosing my résumé together with my photo, and I believe that they may be found satisfactory. I assure you that if appointed, I will do my best to give you satisfaction.

Thank you for your time and attention.

Sincerely yours,

xxxx

Enc. A CV

Usually, a cover letter will be sent with a résumé, a very important document for the employer to know more about the applicant.

**A résumé (or curriculum vitae) is often enclosed in a cover letter.**

Firstly, a résumé is a personal summary of one's professional history and qualifications. To put it simply, a résumé is an accurate, brief and clear written account of the main events of one's life. Secondly, it is a self-marketing tool. It is designed with one purpose in mind—to "sell" one's skills, knowledge and experience to an employer so that he / she will invite one for an interview. Finally, an effective résumé speaks to the employer's needs and requirements and demonstrates a match between what one has to offer and those requirements.

Writing a résumé is a simple task. Simply follow the instructions below, you will have your own résumé done in one hour or less. Here are the most important things you need to know:

- 1** In the upper left corner write your full name, phone number, email, birthday and nationality.
- 2** Your résumé should be one or two pages long. Studies have shown that the recruiters prefer reading résumé of less than one page.
- 3** Add your paid and unpaid professional experiences. Explain exactly what you did. Mention

the title of the job and the name of the company you worked for. Write all of them in chronological order.

- 4 Write about your education experience. Mention the name of the schools you attended, the most important courses and anything else that they may find important and relevant.
- 5 Don't try to persuade them. The résumé is for listing your track record. They look at it only to decide if your experience is relevant enough for the job they offer. Keep your persuasive arguments for the cover letter. A cover letter is a letter addressed to the employer who listed the open position you apply for. In it you describe why you are the right person for the job. The cover letter can and should make much of an impression on them than the résumé.
- 6 List your other achievements. They can be anything from owning a driving license, non-profit work to military service. They should be provable and important enough.
- 7 Mention the languages you know. You need to include your level of expertise for each language. The levels can be called beginner, intermediate and advanced. Differentiate your expertise based on writing, reading and speaking. Be careful about this one. Don't lie! They might test your language abilities.
- 8 Describe your computer knowledge and experience. Mention the software you are proficient at.
- 9 Add your hobbies and the things that interest you. If something keeps you late at night and you are comfortable with the employers knowing about it, then you should add it here.
- 10 Write a few paragraphs about your future goals and objectives. They want to know if you are a reliable candidate. Their nightmare is that you will quit a few months after they hire you.
- 11 Optional: add recommendations from past employers.

## Task Two

How to write a résumé is about pulling relevant information from many different sources. You have to describe your own track record in plain English. Take your time. Follow the above instructions and half of the job-seeking process will be done for you. Now you can read the two samples below.

### Sample One

#### PERSONAL DATA:

Name:	Yu Mei
Address:	1590 North Hill Road, Chongqing 400022
Telephone:	(023) 9834××××
D.O.B.:	18th October, 1985

**CAREER OBJECTIVE:**

To obtain a position as an executive secretary with a large corporation.

**WORK EXPERIENCE:**

March 2003 to Present

Secretary, the Dove Corporation.

893 East Second Street, Chongqing.

Responsible for general running of the office of a small private firm; duties included typing, filing, billing, answering telephones, scheduling appointments.

October 2000 to March 2003

Receptionist, Dr. Zhou, 234 South

Lake Street, Shenyang.

January 1998 to October 2000

File Clerk, Save Insurance Company,

478 West Gate Avenue, Chengdu.

**EDUCATION:**

July 1999 to September 2000

Chongqing Secretarial School

Courses in typing, filing, shorthand, and business machines operation.

GPA: 3.6 / 4.0

**SPECIAL SKILLS:**

Typing – 73 w.p.m.

Shorthand – 127 w.p.m.

Language – English

Computer – Office 2003

**REFERENCES:**

Ms. White, Owner

The Dove Corporation

893 East Second Street,

Chongqing, China 400045

(023) 8492xxxx

Dr. Zhou

234 South Lake Street

Shenyang, China 114000

(024) 2384xxxx

## Sample Two

- **Caifeng Wen**

Shantou International Trade Development Co.

Central Jinsha Road, Shantou 515041

(0754)8250××××

- **Born: June 3, 1989**

160cm, 58kg

Single

Excellent Health

Native Place: Zhuhai

- **Objective**

To work as an English secretary at an enterprise with foreign investment in Zhuhai.

- **Experience**

2012—Present Office secretary at Shantou International Trade Development Company.

Responsible for writing English correspondence and telecommunications to foreign trade partners.

- **Education**

2010—2012 Secretarial Course, Shantou University. Coursework included: secretarial principles, office administration, management, business English, English word processing, stenography, bookkeeping.

- **Skills**

Computer programming. Typing 55 wpm.

- **Personal Qualities**

Communication skills, accuracy in handling details, cheerful personality, strong leadership and a sense of responsibility.

- **References**

Dechun Ma, Office Director, Shantou International Trade Development Company. Tel.:

(0754) 8251××××

## DEVELOPING YOUR SKILLS

### Task Three

Fill in the blanks in the following cover letter.

\_\_\_\_ 1 \_\_\_\_  
Dear \_\_\_\_ 2 \_\_\_\_,

I am writing to \_\_\_\_ 3 \_\_\_\_ the programmer position advertised in *Guangzhou Daily*. As requested, I \_\_\_\_ 4 \_\_\_\_ a completed job application form, my certification form, my résumé and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and education will make me a competitive \_\_\_\_ 5 \_\_\_\_ for this position.

The key strength I possess for success in this position include: (1) I have successfully designed, developed and supported live use in applications. (2) I strive for continued excellence. (3) I provide exceptional contributions to customer service for all customers.

With a BS degree in computer programming, I have a full understanding of the entire life cycle of a software development project. I also have experience in learning and excelling at new technology as needed.

Please see my résumé for \_\_\_\_ 6 \_\_\_\_ on my experience.

I can be \_\_\_\_ 7 \_\_\_\_ anytime via my cell phone: 1588888xxxx. Thank you for your time and consideration. I \_\_\_\_ 8 \_\_\_\_ hearing from you as soon as possible to arrange time for an interview.

Sincerely yours,

Hufei

Hufei

### Useful Expressions for Cover Letters:

#### Beginnings

- 1 In reply to your advertisement in today's (newspaper), I respectfully offer my services for the situation.
- 2 With reference to your advertisement in (newspaper) of May 2 for a clerk, I offer myself for the post.
- 3 Please consider me an applicant for the position which you advertised in (newspaper) of December 5.

- 4 In reply to your advertisement in today's (newspaper) for an accountant, I tender my services.
- 5 I should like to apply for the position mentioned in your advertisement in (newspaper) of July 22.
- 6 I wish to apply for the position advertised in the enclosed clipping from the (newspaper) of November 12.
- 7 Having noticed the enclosed advertisement in this morning's newspaper, I wish to apply for the position referred to.
- 8 In answer to your advertisement in today's newspaper for a secretary, I wish to tender my services.
- 9 Learning from Mr. S.P. Chen that you are looking for a sales manager, I should like to apply for the position.
- 10 Your advertisement for a telephone operator in the newspaper of March 8 has interested me; I feel I can fill that position.
- 11 On looking over today's newspaper my attention was attracted by your advertisement for a librarian. Now as I am desirous of obtaining such a position, I should like to apply for the same.

### Introducing Oneself

- 1 I have been in the employment of an exporting company for over five years.
- 2 I have been in the business for the last ten years, and worked as the superintendent in the personnel department.
- 3 I have had five years' experience with a company as a salesman.
- 4 I am 20 years of age, and have been employed for the last two years by the Green Trees Co., in the general clerical work of the office.
- 5 I am 25 years of age, and have had two years' experience in my present post, which I am leaving to better myself.
- 6 I am 19 years of age, female and have had two years' experience in a company's delivery office.
- 7 I am 20 years of age, and am anxious to settle down to office work. Since my graduation from the school two years ago, I have been employed in the Green Hotel as a cashier.

### About Personal Ability

- 1 I am a good accountant and have a thorough knowledge of the English language.
- 2 For the past five years, I have been engaged as a correspondence clerk.
- 3 I am able to take dictation in English and transcribe them rapidly into Chinese.
- 4 Being well acquainted with office work, I could make myself generally useful, should there be any opportunity of your requiring my services.
- 5 I have received an English education, and have a slight knowledge of Japanese. I took a Japanese course in college.
- 6 I can write shorthand at the rate of 120 words per minute, and typewriting at 55 words English.

- 7 I have received a good education, and know English, Japanese and shorthand.
- 8 At school I won a scholarship and the first prize in speech contest.
- 9 I am a graduate of Hong Kong University, and have in addition the M. A. degree from the University of California.
- 10 ... and believe I possess the right combination of... skills.
- 11 My current position... has provided the opportunity to...
- 12 I would welcome the opportunity to personally discuss my potential contributions to your company with you.

### About Enclosure

- 1 You will find enclosed an outline of my education and business training and copies of two letters of recommendation.
- 2 Enclosed please find a résumé and a photo.
- 3 I attach schedule of my qualification and experience.
- 4 I am enclosing my curriculum vitae together with my photograph.
- 5 A copy of my transcript is enclosed.
- 6 Enclosed you will find a letter of recommendation from my former teacher of English. You can see from the data sheet that is enclosed.
- 7 I enclose a résumé and one of my publications.

### Reasons for Leaving

- 1 My reason for leaving my present employment is that I am desirous of getting broader experience in trading.
- 2 My reason for leaving the company is that I wish to get into the advertising business.
- 3 I am leaving our office to be with my mother and care for my aged mother in a distant city.
- 4 My reason for leaving my present employment is simple because I see no chance of advancement.
- 5 I am desirous of leaving the office in order to gain more experience in an exporter's office.
- 6 I am desirous of leaving the employment in order to improve my position and have more responsibility.
- 7 I left them a fortnight ago, owing to a disagreement with the president Mr. Lau.
- 8 I left the position with the desire of improving my position.
- 9 I left the office on account of the discontinuance of the business.
- 10 I left the company because I found a full-time job after graduation.
- 11 The only reason why I am leaving the present position is that I want to better myself.

### Request for Interview

- 1 I should be glad to have a personal interview and can furnish references if desired.
- 2 I solicit the favor of an interview, and assure you that if appointed, I will do my best to give you satisfaction.
- 3 If you desire an interview, I shall be very happy to call in person, on any day and at any time you may appoint.
- 4 Should you think favorably of my application, kindly grant me an interview.
- 5 I hope that you will be kind enough to consider my application favorably.
- 6 I trust that you will give this application your favorable consideration.
- 7 Should you give me a try, I will do my utmost to afford you every satisfaction.
- 8 Should this application meet with your favorable consideration, I will do my utmost to justify the confidence you may repose in me.
- 9 I assure you that if my application be successful, I will do my very best to please you.
- 10 Should you entertain my application favorably, I would spare no trouble to acquit myself to your satisfaction.

### Task Four

Compare the following items in a résumé and decide which one is better. Be careful to avoid such mistakes when you are preparing your résumé.

#### 1. Created a database...

Familiar with different software...

Being manager of the office for three years

Cf.

Created a database...

Used different software...

Managed the office for three years...

#### 2. Provided accurate data...; provided valuable assistance to top management...; provided useful training to new employees...

Cf.

Provided accurate data...; assisted top management...; trained new employees...

#### 3. Responsibilities: provided valuable assistance to top management; performed important general office duties; exercised great responsibilities

Cf.

Responsibilities: provided accurate production and sales data to top management; planned and organized daily office work; assisted in search, hiring and training of management personnel...

## Useful Expressions for a Résumé:

### Education

- 1 Graduated from...
- 2 Studied at...
- 3 Majored in management and information systems.
- 4 Have completed additional elective courses in finance and economics.

### Work / Job / Business Experience

- 1 Worked as... in...
- 2 a working knowledge of...
- 3 Assisting in general office management.
- 4 Accountable for...
- 5 In charge of new business launched by the company...

### Achievements

- 1 Awarded...
- 2 Recognized for outstanding academic achievements...

### Reference

- 1 Suitable business and personal references will be submitted upon request.
- 2 Will be furnished on request.
- 3 Available upon request.

## EXPANDING YOUR CREATIVITY

### Task Five

You are a second-year student in Changsha University of Science and Technology. One day, you read an advertisement on the college website that the Campus Office at your college is looking for a student assistant in the coming summer. Good computer skills and English proficiency are required. You think you are the right person for the post because you have successful office experience in your department (from March 2011 till now). Write a formal application letter to Ms. Ming Wang in the campus office expressing your interest in the position. Use your own personal information where necessary.

## Task Six

You (Wang Fang) are 28 years old. In 2007, you graduated from Changsha University of Science and Technology. With five years' work experience in P&G Co., you were promoted as the production manager. Now you are going to apply for a vacancy which was in yesterday's newspaper. Write your application letter.

## Task Seven

Yang Yu, an arts student in Nanjing University, learns from their instructor Mr. Wang that there is a position for a sales representative in a famous company, New Hope Apparel Company. He is confident that his formal education and previous experience as a sales assistant in Big Men's Apparel Company qualify him for the job, so he decides to apply. Suppose you are Yang Yu, write a résumé for the position.

## Task Eight

Search the latest newspaper for a Want Ad appropriate to your situation and write a résumé. Arrange your résumé in chronological order.